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COKER'S PEDIGREED COTTON SEED



Spring 1922

PEDIGREED SEED COMPANY

OPERATING THE PEDIGREED SEED BREEDING AND EXPERIMENTAL FARMS

DAVID R. COKER, PRESIDENT

HARTSVILLE, SOUTH CAROLINA



Our Advice

To Our Customers

This circular includes brief preliminary descriptions of the varieties and strains of cotton we are offering for 1922 planting. We are Cotton Specialists and the Pioneer Cotton Breeders of the South. We breed only those

varieties that we believe to be best suited to the conditions of the South, and we furnish only highly bred pedigreed seed, with a performance record behind it. If you are to make cotton growing profitable, you must grow the best varieties, giving a uniform crop of the best quality staple. The beneficial results of our facilities and the experience of our large staff of plant breeders you can secure at small expense by following our advice given in column 2 on this page.

The cotton situation has greatly improved, and the future is full of promise. Long staples are in demand at large premiums and will be extensively planted next year. All growers are seeking early varieties adapted to boll weevil conditions. We have them already developed, as we have given major attention to this problem for the last six years. Place your seed orders early, and be certain to get what you want.

PEDIGREED SEED COMPANY

October 1, 1921

Hartsville, S. C.

Deterioration of Cotton Varieties

Unless you are a trained plant-breeder and regularly select your seed by approved methods, it soon deteriorates. If you purchase the best and most highly bred seed, it soon runs down and becomes mixed: First, through the appearance of sporting off-type plants and reversions, a certain percentage of which appears every year in any cotton; Second, through crossing with pollen from other types; and Third, through accidental mixtures in the gin and in other ways. Very soon the staple deteriorates to such an extent as to seriously affect its value.

Our Advice

To produce a good crop you must use good seed. If you don't breed it yourself, you must buy it. If you buy your seed, be certain to buy from an individual or company that you have reason to know are really doing genuine breeding work. The thousands of growers that have inspected our work know that we know how to breed plants. The varieties we have produced and that are now widely cultivated demonstrate the genuineness of our work.

Breeding is expensive, and we must charge what seems to be very high prices for our best new strains, otherwise we could not support our work. Planters should not expect to buy pedigreed seed of our newest and highest priced strains for their main planting. Our advice is that a planter should every year purchase from us a bushel of seed of some one or two of our newest and best strains for each 20 acres he plants, and grow this in an isolated, good field, to produce the seed for his entire crop the succeeding year. By this method, at very slight expense, a plantation can be kept stocked with highly bred seed of known standard type, and the production of uniform staple of high grade insured.

For this purpose the present season we recommend the purchase of equal quantities of Lightning Express and Deltatype Webber, which mature at slightly different periods, and thus extend the picking season. Lightning Express and Webber 49 Strain 4 is also a good combination for the same reason. Do not plant more staple cotton than you can gather promptly.

Stocking Your Plantation

If you want to stock your entire plantation with pedigreed seed, purchase enough seed of our latest and best strains as indicated above to grow seed for your next year's crop, and then for your main acreage purchase seed of some of our older strains, such as Webber 49 Strain 3; Webber 82 Strain 2, or Webber 49 Strain 4. All of these are superior cottons, and the pedigreed seed we sell is of high grade. Seed of these strains can now be furnished by a number of growers, but our facilities for producing pure seed of known standard is above the ordinary, and we are offering it at a low price within the reach of all planters. You are safer and more likely to get superior quality by purchasing seed of these varieties at headquarters where they originated.



Our Cotton Breeding Methods

In our cotton breeding work we use the plant-to-row method, which is now recognized by all scientists and practical breeders as the basis of plant breeding.

In each variety we are breeding, our plant breeders every year choose a large number of superior plants (usually from 100 to 300), basing this choice on such fundamental characters as yield, type of plant, length, strength and uniformity of lint, percentage of lint, size of boll, earliness, ease of picking, and the like. Some of these extraordinary selected plants, however, may be superior because of accidentally favorable conditions, and may not transmit their good qualities to their progeny. Their comparative value is thus tested by planting all of the selections of any one variety in an isolated field or breeding patch on uniform soil, the seed of each select plant in a different row—the Plant-to-Row method. Each row is thus the progeny of a different select plant, and the next problem is to determine which rows are the best.

During the growing season, all rows are occasionally examined, and notes made on any important characters observed. As an illustration, we note on each row the date of appearance of first open blooms and first open bolls, which indicate earliness of maturity. When the cotton is about ready for the first picking, all rows are carefully examined with reference to type of plant, productiveness, length of staple, and all important characters, and a judgment made as to the comparative value of the different ones. During this examination several of the very best plants are marked in each good row as selected individuals to go into the next year's breeding patch and continue the pedigree breeding, and after this the remaining product of each of the best rows is picked separately and ginned separately, getting a record of the total yield of the different rows and the per-

centage of lint turnout of each. Finally, four or five rows are chosen for increase as the superior ones of the breeding patch, and the others are discarded. The following spring a part of the seed from each selected row is planted in our variety test plots, and the remainder is planted in increase blocks of from $\frac{1}{4}$ to $\frac{1}{2}$ acre each. The performance of each row or strain in the variety test, where under uniform conditions they make a record alongside the many other strains and varieties of long and short staple cottons, is the real standard of efficiency and final judgment of comparative value.

At the end of the first year in the comparative variety tests, several of these rows or strains may be discarded, and those retained are tested again in the variety test field and in larger increase blocks. Finally all of the rows are discarded but that one which is found to be the superior one, and seed of this is then propagated for sale.

Each new strain of cotton we offer is the product of the single best plant of that variety selected five years previously, its superiority being proved by one year of plant-to-row testing and three years testing with many other strains and varieties in our variety tests. These new strains should represent superior varieties, and that they do is proven conclusively by the success and very general cultivation of the varieties we have introduced.



A Marked Difference in Transmission of Season of Maturity in Different Progenies of Deltatype Webber Cotton: On left series of three early plant-to-row progenies from the same early plant-to-row progeny of preceding year; on right series of five late plant-to-row progenies from the same late plant-to-row progeny of preceding year. All rows are descended from the original single plant selected in 1915 that gave the Deltatype Webber.



Coker's Pedigreed Lightning* Express

The Best Boll Weevil Cotton—An Early Long Staple Upland

This is a new variety which we are introducing for the first time this year. It is the earliest maturing variety we have ever tested, being earlier than either the King or Cleveland, and is the best variety we know of for cultivation in boll weevil territory.

For years our plant breeders have been striving to produce early cottons in preparation for the time when the boll weevil would reach the Carolinas. Our work with Express cotton started in 1917, when we received from Mr. E. C. Ewing, of the Mississippi Delta Planting Company, Scott, Miss., small quantities of seed of two of his Ex-

press selections made while he was connected with the Mississippi Agricultural Experiment Station. One of our selections of this cotton made that year proved to be exceptionally early and productive, and much superior to the parent variety. This strain has been carefully tested during the last four years

while the seed was being multiplied, and has uniformly stood high in all comparative trials. It is earlier, more productive, and more uniform than any other strain of Express we have tested, and because of its earliness we have called it the "Lightning"* Express.

The Lightning Express under good conditions has 1¼-inch lint, but under average conditions it may run slightly shorter. The lint turnout averages with us about 31 to 32 per cent. The bolls are of medium size, averaging about 69 to the pound of seed cotton.

We recommend the Lightning Express highly, on account of its great earliness, its high yield, and its ease of picking. It is not storm proof, and no more should be planted than can be promptly picked. For the last three years it has attracted more attention on our breeding farms than any other variety.

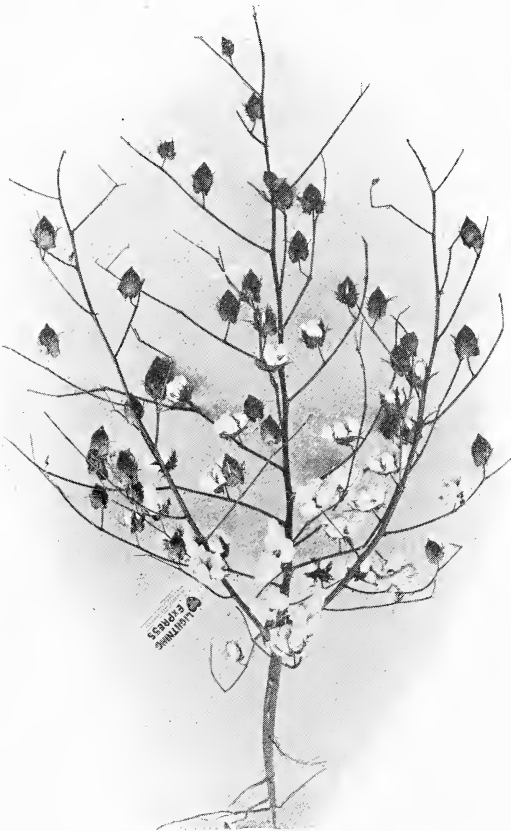
Prices: Per bushel, \$5.90; ton lots, \$5.75 per bushel; 15-ton lots, \$5.60 per bushel.

The Express cotton was bred and introduced by Dr. D. N. Shoemaker, of the United States Department of Agriculture. The original selections were made in 1904, in a field of the so-called Bohemian cotton, at Paris, Texas.

*The word Lightning as applied to a special strain of cotton is used by this Company to designate a particular product of its own breeding. The public is warned against the use of this word in the sale of seeds, as application has been filed in the United States Patent Office for the registration of this trade name.



Our reputation and your crop are protected by this trade-mark.



PLANT OF COKER'S PEDIGREED LIGHTNING EXPRESS



Coker's Pedigreed Deltatype* Webber

LONG STAPLE UPLAND COTTON



No seed bearing this trade-mark will be shipped unless it shows a germination of at least 90 per cent.

obtained have been uniformly enthusiastic in support of the variety.

The Deltatype Webber produces a plant of moderate size, with several basal branches, but of erect type. Bolls large, averaging 61 to the pound of seed cotton, elongated, ovate, pointed, 4 to 5 locked; fine, silky, strong lint, and under good conditions 1½ inches long. Lint turnout variable, but usually averaging from 32 to 33½ per cent. Easy to pick.

In season of maturing, the Deltatype is later than the Lightning Express, but it ranks as an early cotton. It is descended from the Webber 82, but is an improvement on that well known variety in being earlier, having longer lint, easier picking qualities, and more upright habit of growth.

We have no hesitation in recommending the Deltatype Webber as a superior long staple cotton, especially adapted for cultivation under boll weevil conditions. It is one of the highest yielding most generally satisfactory varieties we have ever grown. Our recommendation is that long staple growers plant equal parts of their crop in this variety and in our Lightning Express. Maturing as they do at slightly different periods, this policy will extend the picking season, and favor the production of a good grade of staple.

Prices: Per bushel, \$3.95; ton lots, \$3.80 per bushel; 15-ton lots, \$3.65 per bushel.

Coker's Pedigreed Webber 49 Strain 4

LONG STAPLE UPLAND COTTON

This is the newest and best strain of our now famous Webber 49 cotton. It was distributed for the first time last year, and has fully measured up to our expectations for it. The original plant

from which this pedigreed strain or family has descended was chosen in 1915, and has since been thoroughly tested in many sections of the country, so that we know it to be a variety of wide utility.

It has large ovate bolls, averaging about 65 to the pound of seed cotton. Lint under good conditions averaging 1⅝ inches in length, fine and strong. In lint turnout it varies from about 31 to 33½ per cent., depending upon the conditions. It is an early cotton, maturing about the same season as the Deltatype Webber, but a little later than the Lightning Express. Plant of medium height, more spreading than Deltatype but of excellent character.

The Webber 49-4 is a very satisfactory, early long staple sort, easy to pick, and productive on all types of soil. This and previous strains of the Webber 49 are the most generally grown cottons in the staple areas of the Mississippi Valley and South Carolina, being very successful where boll weevil exists. This variety has a recognized place, and needs no further recommendations.

Prices: Per bushel, \$2.40; ton lots, \$2.25 per bushel; 15-ton lots, \$2.00 per bushel.



PLANT OF COKER'S PEDIGREED DELTATYPE WEBBER

*Note—The word DELTATYPE is a trade name coined and used by this Company to designate a particular product of its own breeding. The public is warned against the use of this word in the sale of seeds, as application has been filed in the United States Patent Office for the registration of this trade name.



Coker's Pedigreed Webber 49 Strain 3

LONG STAPLE UPLAND COTTON



In all strains of seed covered by this trade-mark we have made a distinct improvement on the parent type.

This strain of the Webber cotton was introduced three years ago, and has everywhere proven to be very satisfactory. It is now a well known sort, and is widely grown.

Bolls, ovate, large, averaging about 65 to pound of seed cotton, opens wide and picks easily.

Lint, under good conditions full $1\frac{1}{4}$ to $1\frac{5}{16}$ inches long. Season of maturing about the same as Webber 49-4, and an excellent cotton for boll weevil sections.

Many growers now have seed of this strain, but our facilities for producing pure seed are better than ordinary, and in order that growers may obtain seed of known purity we are again offering seed this year, but at a price within the reach of all planters. If you are going to grow this variety which we originated, you cannot afford to run the risk of getting mixed or off-type seed, when you can purchase your supply from us at these low prices.

Prices: Per bushel, \$1.75; ton lots, \$1.65 per bushel; 15-ton lots, \$1.50 per bushel.

Coker's Pedigreed Webber 82 Strain 2

LONG STAPLE UPLAND COTTON

Since the original introduction of our Webber 82 cotton, it has become a popular sort in some sections, and certain growers prefer it to our Webber 49 series. Strain No. 2, introduced first last year, is a more productive strain than No. 1, and has slightly longer lint. It is an easy picking, big balled type, rather tall, and a strong, vigorous grower. Lint averaging about $1\frac{5}{16}$ inches in length, with a turnout of about $33\frac{1}{2}$ per cent. under good conditions.

This cotton is in general the same as the old Webber 82, but is slightly improved in almost all characters. The great popularity of the Webber 82 in some sections will insure this new strain a hearty welcome.

Prices: Per bushel, \$1.75; ton lots, \$1.65 per bushel; 15-ton lots, \$1.50 per bushel.

Coker's Pedigreed Hartsville No. 16

LONG STAPLE UPLAND COTTON

This is a new and early strain of our famous series of Hartsville cottons, and is the sixteenth generation of this fine variety. In our variety tests for the last three years it has uniformly given the largest first pick and the largest total value of product per acre of any of our strains of the Hartsville cotton, and is without doubt superior to any of the strains of this variety heretofore introduced.

Plant open—growing with rather light, open foliage. Bolls large, averaging 55 to the pound of seed cotton, round and opening wide. The cotton fluffs well, and is the easiest to pick of any of our long staple cottons. Lint $1\frac{1}{4}$ to $1\frac{5}{16}$ inches in length, strong and silky. Lint turnout ordinarily running from 32 to 34 per cent. Season of maturing, medium early.

The Hartsville No. 16, while earlier in maturing than other strains of this variety, is yet not so early as our Lightning Express and our Webber cotton varieties, and, therefore, we do not recommend its growth where boll weevil damage is usually severe. In many cases, however, Hartsville has given excellent results under boll weevil conditions, and it has many friends and advocates because of its easy picking qualities and the high grade of the product uniformly secured. Where earliness is not the main factor, this new strain should prove a valuable variety.

Prices: Per bushel, \$3.00; ton lots, \$2.85 per bushel; 15-ton lots, \$2.60 per bushel.

Pedigreed Coker-Cleveland Strain No. 2

A VERY EARLY AND PRODUCTIVE SHORT STAPLE COTTON

From our interest and activity in pushing staple cottons, our customers may be led to conclude that we have no interest in short staple varieties. This is not the case. We have given just as careful attention to the selection of our short staple sorts as to the long staples, but here yield and earliness are the main factors instead of lint length. Our strain No. 1 of the Coker-Cleveland was a very superior type, but in our strain No. 2,



which we are this year distributing for the first time, we have approached very near to our ideal of a short staple type.

The bolls of this strain are round and large, averaging from 64 to 65 to the pound of seed cotton. Lint $\frac{7}{8}$ inch to 1 inch in length. The turnout runs from 38 to 41 per cent., depending on the season. It is a very early maturing strain, and in our 1919 variety tests it ranked second in amount of first pick, and was first in our 1920 tests. It is thus a very excellent cotton for planting in boll weevil territory. It is also a high yielder, having obtained first rank in our 1920 tests and a high place in all tests conducted.

We believe the Pedigreed Coker-Cleveland Strain No. 2 to be the best strain of the Cleveland Big Boll that has been produced, and we unhesitatingly recommend it for general planting.

Prices: Per bushel, \$2.50; ton lots, \$2.40 per bushel; 15-ton lots, \$2.25 per bushel.

Pedigreed Coker-Cleveland Strain No. 1

AN EARLY PRODUCTIVE SHORT STAPLE COTTON

Our Coker-Cleveland Strain No. 1 was distributed last year for the first time, and is a superior strain of this well known cotton. Careful tests have demonstrated the superiority of this strain over the parent Cleveland variety, but it ranks slightly lower in yield and earliness than strain No. 2 which it resembles in all characters.

We are selling strain No. 1 again this year in order to enable growers to obtain a pedigreed productive strain of known purity at a reasonable cost.

Prices: Per bushel, \$1.75; ton lots, \$1.65 per bushel; 15-ton lots, \$1.50 per bushel.

Pedigreed Breeding as applied by the Pedigreed Seed Company means that every year a new strain or family is started of each variety from the best plant of that variety selected the preceding year.

As the selected plants are each year taken from the best progenies in our plant-to-row tests the pedigrees of our different strains are continuous.

Coker's Pedigreed Dixie Strain No. 2

THE EARLIEST AND BEST WILT RESISTANT SHORT STAPLE COTTON

Our Pedigreed Dixie Strain No. 2 is the highest yielding strain of Dixie we have yet tested, being considerably better than the original Dixie or our Strain No. 1, and much earlier. The original plant of Strain No. 2 was selected in 1916, and in the plant-to-row breeding plot in 1917 it produced a very striking progeny of low, stocky plants, fruiting well near the ground. In tests conducted during the last three years it has uniformly given high yields and a large early pick.

Bolls, round to ovate, and medium large in size, averaging 67 to the pound of seed cotton. Lint length under good conditions 1 inch, turnout averaging 37 per cent. Season of maturing, early.

We recommend Coker's Pedigreed Dixie Strain No. 2 for planting on wilt-infected areas wherever a short staple is desired. The earliness of this strain makes it particularly valuable for wilt lands where boll weevil is also present.

Prices: Per bushel, \$2.00; ton lots, \$1.90 per bushel; 15-ton lots, \$1.75 per bushel.



Look for this heart. It signifies quality.

Pedigreed Register

A WILT RESISTANT LONG STAPLE COTTON

Considerable demand exists, particularly in the staple sections of the Carolinas and parts of Mississippi, for a wilt resistant long staple cotton. The best variety of $1\frac{1}{4}$ inch length and fairly uniform character that has yet been produced is that developed by Mr. J. R. Register, who owns a plantation in our neighborhood near Hartsville. As an accommodation to our customers, we have purchased some of Mr. Register's stock of Pedigreed Seed, and are offering it to our customers at a very low rate.

Bolls medium size, lint $1\frac{1}{4}$ inches. Turnout about 32 to $33\frac{1}{2}$ per cent. Season medium to early.

Where land is infested with the cotton wilt or blight we recommend this variety if a long staple is desired.

Prices: Per bushel, \$1.75; ton lots, \$1.65 per bushel; 15-ton lots, \$1.50 per bushel.



Read Carefully before Ordering

Our Seed

The seed the Pedigreed Seed Company sell as pedigreed are the product of years of painstaking, scientific effort. Each variety is scientifically bred, and systematically improved from year to year, and is true to name and type. All of our cotton seed is grown near Hartsville under the supervision of our expert plant breeders, and is ginned on private gins.

Our Trade Mark

Our seed is all sent out in bags labeled Coker's Pedigreed Seeds and bearing our registered trade mark. All of our Pedigreed seeds also bear the O. K. tag of our President and General Manager, and are officially sealed before leaving our warehouse. No seed is genuine "Coker's Pedigreed Seed" unless it bears our official O. K. under seal and our registered trade mark. Do not be deceived. Insist on having genuine Coker's Pedigreed Seed.

Buy from Headquarters

Buy your cotton seed direct from HEADQUARTERS. We are the originators of the Deltatype Webber, Lightning Express, Webber No. 49, Webber No. 82 and Hartsville varieties of cotton. Our plant breeding work is the most extensive carried on by any individual or firm in the Cotton Belt. Buy direct from HEADQUARTERS, and you know you are getting the best.

Reserve Your Seed Now

If you want to be sure of planting Coker's Pedigreed Cotton Seed in the spring of 1922, we urge you to look over our cotton descriptions carefully, select the varieties you will want, determine the quantity you will need, and mail us your order at once. Shipments will be made during January and February. Already we have many orders booked for 1922 planting seed—others are reaching us daily. Do not wait until we have sold out. Send us your order NOW.

Prices

Our prices are for cash with order. If remittance is not sent with order, it means a delay until we can write you and receive the amount. Customers who have established their responsibility may have shipments made with sight draft attached to bill of lading.

Remittance may be made by personal check, bank check, money order, cash, or stamps. We are not responsible for your order until it reaches us.

All prices quoted in this circular are f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

How to Have Your Seed Shipped

Small shipments to a distance are usually cheapest by express or by parcel post. If you are not sure about cheapest way to have shipment made, send us a sufficient amount to pay charges, and we will send cheapest way, and return to you any balance after paying charges.

Large shipments are always cheapest by freight. If your station is a prepay freight station, the amount of the freight charges must be added to your remittance.

Owing to the unavoidable delays that frequently occur in freight shipments, we advise all customers to order their shipments early in the season so that the seed will be received in ample time for planting.

We require that customers assume the risk of all delays in orders for freight shipments made after March 1.

Our Responsibility

Our seed is all carefully tested for germination and purity before it is sent out. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and purity of that particular lot of seed. In no case do we ship seed that does not measure up to the highest standards. In no case, however, do we give any warranty, expressed or implied, as to description, quality, or productivity of our seeds. Our pedigreed seeds are bred on our own breeding farms by the plant-to-row method. We have achieved a national reputation and we stand on that record.

EXAMINE OUR SEEDS when you receive them, and test them in any way you see fit. If for any reason they are not satisfactory, they may be returned to us within ten days after they are received, in the original package, AT OUR EXPENSE, and WE WILL REFUND ENTIRE PURCHASE PRICE. We waive all responsibility for seeds which have been in a customer's hands more than ten days, as the vitality of any seed may be lessened or killed after leaving our warehouse, by subjection to moisture, heat, brine, chemicals, etc. Under no circumstances will we be responsible for the germination of seed after they are planted, whether within ten days or not, as there are many reasons for imperfect germination of planted seeds other than their vitality. If purchaser does not accept seed under this condition, they are to be returned at once.

PEDIGREED SEED COMPANY

DAVID R. COKER, President
HERBERT J. WEBBER, General Manager
HARTSVILLE, S. C.



Every bag of our Pedigreed Seed bears this trade-mark. It is your guarantee of superior quality.